

2012 Award Categories

**Tourism-oriented Arizona Centennial events can submit a nomination for any one of the following categories.*

Best Practices

Cooperative Marketing

The Cooperative Marketing Award is presented to the project that best exemplifies the use of “non-traditional” or creative partnerships to develop, finance and/or execute a cooperative marketing effort. The project must be a partnership, including a minimum of one public entity and one private entity. Public entities include government and non-profit entities, such as chambers of commerce and convention and visitors bureaus.

Innovative Promotions

The Innovative Promotions Award is presented to the organization that best demonstrates outstanding quality, creativity or technology in planning and carrying out a promotional program. Following are some of the types of promotions you may wish to consider: publications; direct marketing; outdoor advertising; public and media relations campaigns; “cutting edge” technology such as Web sites, CD-ROM, multi-media, creative e-mail, interactive kiosks; industry/public awareness; crisis management; or any other marketing or creative product of a community/organization that does not fit in any other category. (For the submission of Web sites, a hard copy of key Web pages should be included with the entry form, along with the Web site address.)

Special Events (Rural and Urban)

The Special Events Award is presented to the event that best embodies the word “special,” meaning it creates a unique draw for tourism and attracts visitors from outside the local area. The winning event will be one that stands out in the crowd because of its creative approach, distinctive appeal, media coverage and/or enhancement of community pride, thus benefiting the state’s quality of life. Events can be held one-time during the nomination year or held annually. Nominations can be made in two categories, rural or urban. Urban event nominations must have been held in communities with populations of more than 75,000 people.

Arizona Preservation

The Arizona Preservation Award is presented to the individual, organization or community that has made the most significant contribution toward the preservation of some aspect of the natural, cultural or aesthetic legacy of Arizona.

Green Tourism Award

The Green Tourism recognizes the leadership, stewardship, and socially responsible practices of an Arizona individual, organization, business, community, or region as demonstrated by a strong commitment to decreasing the environmental footprint of the tourism and hospitality industry.

Outstanding Members & Friends of the Industry

Spirit of Service (Individual and Group)

The Spirit of Service Award is presented to the non-management tourism employee or volunteer who best exemplifies the Arizona tourism industry’s commitment to exceptional customer service.

Tourism Champion of the Year

The Tourism Champion of the Year Award is presented to the individual or sponsor who has made the most substantial contribution within the past year to improve and advocate for the Arizona tourism industry.

Tourism Hall of Fame

The Tourism Hall of Fame Award is presented to the individual who has earned a lifetime distinction through many years of active involvement in tourism and unique contributions to the betterment of the industry and the State of Arizona.